

## Creative Marketing – “GOO”

### Purpose:

- To practice brainstorming
- To generate new product ideas
- To experience and practice the creative process

### Materials:

- Flip charts (1 per group)
- Colored markers
- Assorted construction materials (paper, scissors, rulers, tape, etc.)
- Clock or watch with a second hand
- Cup of GOO – 1 per group

### Time:

- One class period

### Procedure:

- Create GOO prior to class start: use a combination of shaving cream, liquid soap, food coloring, etc. (make enough to fill entire cup for each group)
- Divided class into groups of 4-6 people. Give each group a flip chart, marker, and a cup of GOO.
- Ask students to think about their GOO. Give the groups 3 minutes to brainstorm 25 uses for GOO and list them on their flip charts. After time is up, ask each group to post their lists.
- Give groups another 3 minutes to brainstorm and list 25 *new* uses for GOO. When time is up, post results again.
- Repeat the process again, allowing the groups another 3 minutes to list 25 *new* uses for GOO. Ask groups to post their results.
- Ask each group to circle the 3 *worst* ideas on their lists. The group to their right must choose one idea from the 3 worst to develop, market, and sell.
- Allow the groups to use the various construction materials to create their campaign posters. Encourage students to be as creative as possible while creating their marketing campaign.
- Each group will have 5 minutes at the end of the exercise to present and sell their product to the class.